



New York Public Library

The New York Public Library (NYPL) inspires lifelong learning, advances knowledge and strengthens communities by serving more than 18 million patrons who come through its doors annually and millions more around the globe who use its resources at www.nypl.org. The Library provides free and open access to its physical and electronic collections and information, as well as to its services. 91 branch and research libraries provide access to collections and a wide range of other services in neighborhoods throughout the Bronx, Manhattan and Staten Island.

THE CHALLENGE

When the City of New York announced a crippling \$37 million proposed City budget cut, NYPL needed to mobilize their passionate supporters and spread awareness to avoid closing libraries or having them open as few as three days a week. The organization wanted an effective way to get patrons, New Yorkers and library lovers to take action by either submitting a letter to elected officials or by making a donation.

“Faced with the harshest budget cut in the history of the New York Public Library, we turned to the most efficient and effective way to spread awareness and raise funds — the Internet. Convio was integral to our success, enabling us to integrate email, donation forms, social media and advocacy efforts to drive results which exceeded our goals twice over.”

— Susan Halligan, Director of Marketing

THE SOLUTION

To call attention to these potential budget cuts, NYPL launched "Don't Close the Book on Libraries" to raise funds and mobilize a letter-writing campaign to City officials. To heighten awareness, the organization asked New York-based Improv Everywhere to video a prank at the Library's iconic Rose Main Reading Room, which was released via a blog post on the group's website and in two tweets, one week into the campaign. The improv group's "Who You Gonna Call?" YouTube video featured the Ghostbusters returning to the Library after 26 years. Leveraging the power of the Internet and peer-to-peer communication, the video spread quickly via Twitter, Facebook, blogs and mainstream media, and was featured in the Library's action alerts. In addition to social media and email, the campaign was promoted through print and online advertising and public relations.

“The popularity of the video was overwhelming, but the true success came from sustaining the campaign momentum through a daily tweet series, repeated email messages using behavioral targeting and compelling action alerts. It was the combination of the various channels tied together with Convio's technology that took this campaign to the next level.” Johannes Neuer, eCommunications Manager.

NEW YORK PUBLIC LIBRARY RESULTS

\$27 million of the proposed \$37 million was restored in the budget, keeping all of the libraries open an average of five days a week

130,000 letters sent to the City council — 20 percent of those were submitted online

More than \$144,000 donated online

Nearly 28,000 actions were taken online

11,000 new subscribers to email communication

2.6 million views of the "Who You Gonna Call?" Ghostbuster video spoof

More than 75,000 unique visitors to the campaign website